



Planning Commission Workshop Agenda

COUNCIL CHAMBERS BUILDING
CONFERENCE ROOM B2
NOVEMBER 17, 2011
6:00 P.M.

I. CALL TO ORDER

II. ROLL CALL

III. ITEM

ZTA11-01: A request for the Planning Commission to initiate a Zoning Text Amendment to amend the Zoning Ordinance to provide for a new definition and a new section to enact zoning regulations to regulate Digital Billboards along the Loop 101 in the Sports and Entertainment District. Staff contact: Thomas Ritz, AICP, Senior Planner (City-Wide).

IV. OTHER BUSINESS

V. ADJOURNMENT

FOR SPECIAL ACCOMMODATIONS



Please contact Diana Figueroa at (623) 930-2808 or dfigueroa@glendaleaz.com at least three working days prior to the meeting if you require special accommodations due to a disability. Hearing impaired persons should call (623) 930-2197.



Planning Commission Workshop Staff Report

DATE: November 17, 2011 **AGENDA ITEM:** /

TO: Planning Commission

FROM: Tabitha Perry, Assistant Planning Director
PRESENTED BY: Thomas Ritz, AICP, Senior Planner

SUBJECT: **ZONING ORDINANCE TEXT AMENDMENT ZTA11-01:
DIGITAL BILLBOARDS - CITYWIDE**

REQUEST: A request by the City of Glendale to amend the Zoning Ordinance to provide for a new definition and a new section to enact zoning regulations to regulate Digital Billboards (DBB) along the Loop 101 in the Sports and Entertainment District and prohibit billboards in the Heavy Commercial (C-3) zoning district.

REQUIRED ACTION: Review the request in preparation for a public hearing to be held on December 1, 2011. This item is for information only. No Planning Commission action is required at the workshop. The Zoning Ordinance Text Amendment was initiated by the Planning Commission at its October 6, 2011, Workshop.

PREVIOUS ACTION: On October 6, 2011, the Planning Commission voted to initiate ZTA11-01.

SUMMARY: This is a request to amend the Zoning Ordinance. The amendment will remove the right to erect billboards in the Heavy Commercial (C-3) zoning district and will establish a set of development standards to regulate Digital Billboards along the Loop 101 in the Sports and Entertainment District.

DETAILS OF REQUEST:

The proposed changes will result in the amendment of the zoning ordinance to prohibit billboards in the Heavy Commercial (C-3) zoning district and address the placement of Digital Billboards.

Property Location and Size:

The Zoning Text Amendment will propose that Digital Billboards be permitted along the Loop 101 between Northern Avenue and Camelback Road. They will continue to be prohibited in all other areas of the city. Unlike previous proposals, they will continue to be prohibited along Loop 101 between 51st Avenue and Bell Road and they will continue to be prohibited along the Loop 303 and Northern Parkway.

Digital Billboards will not be permitted along Grand Avenue. Also, the existing billboards will not be converted into Digital Billboards with changeable panels. Digital Billboards will not be permitted in the city's historic districts.

The Zoning Text Amendment will provide a new definition of Digital Billboards matching size and frequency of advertisement change of the two existing billboards on the Park and Ride Lot property in the Sports and Entertainment District. Digital Billboards are proposed to be limited to sites zoned Planned Area Development (PAD). The amendment should require sites to have at least 1,000 feet of freeway frontage, and one-quarter mile (1,320) feet between signs on a single PAD.

Passage of this Zoning Text Amendment should limit Digital Billboards to the Loop 101 between Northern Avenue and Camelback Road. Support for amendments to Planned Area Development to allow Digital Billboards at other locations is not intended.

Heavy Commercial (C-3) zoning is primarily in the center of the city, including within the Glendale Centerline. There are no properties zoned C-3 north of Thunderbird Road or between 91st Avenue and the Agua Fria River.

Findings:

- This is a focused request, proposing an amendment which addresses a specific topic.
- Limiting the placement of Digital Billboards to the Sports and Entertainment District should satisfy concerns from the existing community located along the Loop 101.
- This request should not represent billboard creep, as existing billboards in Glendale will remain unchanged.
- Billboard companies have placed conventional billboards at scattered locations in Glendale on sites zoned C-3, M-1, and M-2.
- The Zoning Ordinance Amendment would eliminate C-3 as one of the zoning districts which allows conventional billboards.
- Eliminating C-3 would help protect existing established neighborhoods and historic districts.
- MAG (Maricopa Association of Governments) has been working to prohibit billboards since 1987.


Analysis:

- By providing a new section concerning Digital Billboards, the current section that addresses billboards will remain unchanged, except for the prohibition of billboards in Heavy Commercial (C-3) zoning districts. Existing billboards will not be converted into Digital Billboards with changeable panels.
- A new section for Digital Billboards will ensure that proposed site locations have demonstrated a significant existing investment in the community, and prevent placement on small sites which could negatively impact neighboring residential areas.
- There is no support for amending the zoning on other properties to Planned Area Development to permit Digital Billboards.
- The amendment will emphasize that Digital Billboards are only to be erected in proximity to the Sports and Entertainment District.

ATTACHMENTS: 1. Draft of the Proposed Zoning Ordinance Amendment.
2. Map of the Loop 101 Corridor where Digital Billboards might be erected.

PROJECT MANAGER: Thomas Ritz, AICP, Senior Planner (623) 930-2588
tritz@glendaleaz.com

REVIEWED BY:



Planning Director
TR/df



Deputy City Manager

Zoning Text Amendment Application ZTA11-01: Zoning Ordinance Update

Draft of Proposed Zoning Ordinance Amendment for Digital Billboards Only

October 21, 2011
Glendale, Arizona

The text amendments (**additions in bold text**, *deletions in italics*) are as follows:

Add to Section 2.300 Definitions:

Sign, Digital Billboard: An identification sign or a sign which is intended to advertise a business, commodity, service, entertainment, product, or attraction sold, offered, or existing on or elsewhere than on the property where the sign is located and intended to be viewed primarily from SR 101. A Digital Billboard shall be internally illuminated, and not capable of movement.

...

Section 7.103.F. - Signs Prohibited Signs should be amended to read:

7.103.F. Signs with intermittent or flashing illumination, **except Digital Billboard Signs**, and animated or moving signs.

Section 7.103.K. – Signs Prohibited Signs should be amended to read:

7.103.K. Reader panel signs except as specifically authorized herein. **Any sign which permits the change of electronic or manual copy and is changed more frequently than on a daily basis which is not a Digital Billboard Sign shall be considered a reader panel sign.**

...

Section 7.106.A. Billboards should be amended as follows:

7.106.A. Billboards are permitted only in the C-3, M-1, and M-2 zoning districts.

...

Section 7.100 – Signs should be amended by adding a new Section 7.110:

7.110 Digital Billboard Signs

A. Digital Billboard Signs (DBB) are permitted subject to Conditional Use Permit and subject to the regulations noted below.

1. **Placing a Digital Billboard Sign requires the zoning of the lot on which the Digital Billboard Sign is located must be Planned Area Development (PAD).**
2. **Placing a Digital Billboard Sign requires the approved Planned Area Development (PAD) to be located in Township 2 North, Range 1 East, Gila and Salt River Base and Meridian, and to have a minimum of one thousand (1,000) feet of lineal frontage adjacent to SR 101 (Agua Fria Freeway).**
3. **One Digital Billboard Sign is allowed for every six hundred sixty (660) lineal feet of freeway frontage on each side of the freeway.**
4. **The Digital Billboard Sign must be located within three hundred (330) feet of the freeway right-of-way.**
5. **There shall be a minimum distance of one thousand three hundred twenty (1,320) feet between all Digital Billboard Signs on any single Planned Area Development.**
6. **All Digital Billboard Signs must be set back a minimum of three hundred thirty (330) feet from the property line of any adjacent property not a part of the same approved Planned Area Development having frontage on SR 101 (Agua Fria Freeway).**
7. **Maximum sign height, including any supporting structures, for a Digital Billboard Sign must be no more than sixty (60) feet.**
8. **Maximum Digital Billboard Sign width must be no more than fifty (50) feet.**
9. **Maximum Digital Billboard Sign area must not exceed six hundred sixty five (675) square feet.**
10. **The message or image of the Digital Billboard Sign may be static or change at specific or programmed time intervals. The change in message or images shall occur no more frequently than once every eight (8) seconds and shall not have fade or dissolve transitions, or full animation or video, or similar subtle transitions or frame effects that have the appearance of moving text or images. A default black display shall be required in the event of malfunction.**
11. **Message sequencing, the use of multiple Digital Billboards in a row to convey a message, shall be prohibited.**

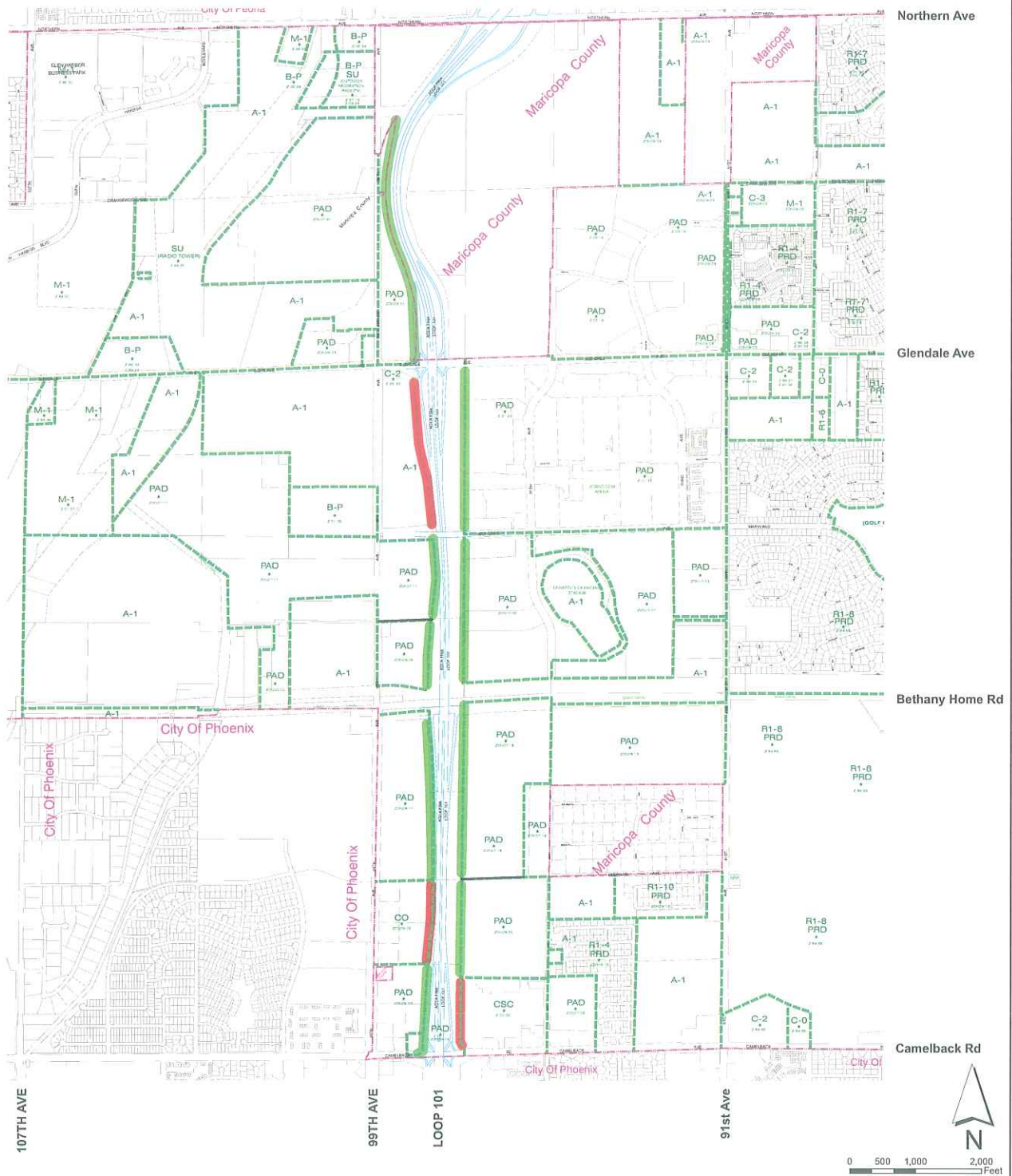
12. Advertisements shall be limited to single frames.
13. Provisions in this section supplement and do not supersede provisions of any PAD in existence before the effective date of this ordinance.
14. Design Review approval is required to allow any Digital Billboard Sign.
15. No Digital Billboard shall be located within 1000 feet of any single residence zoning district including Rural Residential - RR-90 and RR-45, Suburban Residential - SR-30, SR-17, SR-12, Urban Residential - R1-10, R1-8, R1-7, Single Residence - R1-6, R1-4, R-2 - Mixed Residence, R-3 - Multiple Residence, or property within unincorporated Maricopa County for which a plat was filed and recorded prior to January 1, 2000.
16. All Digital Billboard Signs shall be integrated into the PAD and have a relationship to the development, including common design elements such as styles and materials, and a functional relationship to the structures, parking, and open spaces in the development. The height, location, materials, color, texture, setbacks, and mass of the Digital Billboard Sign must be appropriate to the development, the neighborhood, and the community. The architectural character of the proposed Digital Billboard Sign shall be in harmony with, and compatible to, structures in the neighboring environment and the architectural character desired for the city, avoiding excessive variety or monotonous repetition. All Digital Billboard Signs shall be reviewed only as part of the review of the Master Development Plan of the property and integrated with surrounding buildings and landscaping. No Digital Billboard is permitted as a prelude to other development of the PAD.
17. Digital Billboard Signs will be permitted only as part of a comprehensive sign package for the entire PAD which includes common design elements. Digital Billboards must be fully integrated into this comprehensive sign package.
18. Digital Billboard Sign illumination must be extinguished between 2:00 AM and sunrise. The only exception to this will be for amber alerts and other governmental emergencies.

19. Network time shall be made available on the digital sign faces to the City of Glendale for emergency messaging – messages to override all copy for 1 hour, then display for 8 seconds in every minute, as long as needed.
20. All illuminated Digital Billboard Signs shall be limited to a surface luminosity limit of 5,000 nits during daytime hours and a surface luminosity limit of 150 nits during nighttime hours.
21. All Digital Billboard Signs shall provide for automatic dimming based upon ambient lighting conditions, including evening and overcast weather.
22. It shall be unlawful for any Digital Billboard Sign to be illuminated in a way which disturbs the peace and quiet of any neighborhood or which causes discomfort or annoyance to any two or more reasonable persons of normal sensitivity residing in said neighborhood.
23. No new Digital Billboard Signs shall be constructed within the city unless the person desiring to construct such a Digital Billboard Sign submits evidence to the City that the person has removed existing legally conforming or legally non-conforming billboards or Digital Billboard Signs with four (4) square feet of sign area for each square foot of sign area proposed for the new Digital Billboard Sign.
24. A Conditional Use Permit for a Digital Billboard Sign shall be valid for a maximum of five (5) years.
25. Any approved Digital Billboard Sign shall adhere to new safety requirements if conclusive research findings develop.
26. No Digital Billboard Sign shall be erected prior to the first phase of development on a PAD.



Digital Billboard Signs

LOOP 101



LEGEND

- APPROVED PLANNED AREA DEVELOPMENT (PAD) INCLUDES AT LEAST 1,000 FEET OF LINEAR FRONTAGE
- LOT HAS 1,000 FEET OF LINEAR FRONTAGE AND IS NOT ZONED PAD (REZONE WOULD BE REQUIRED)